

ABSTRACT OF THE DISCLOSURE

A cyber mall system has a contents sales apparatus for selling digital contents, a contents purchasing apparatus, and a network for connecting those components. When the digital contents are registered into the contents sales apparatus, in the case where the digital contents are sold by the contents sales apparatus for defining digital contents using conditions constructed by a server side access control to the digital contents which is executed on the contents sales apparatus side and a physical act restriction to control an access to the digital contents which is executed on the contents purchasing apparatus side that purchased the digital contents, digital contents personal using conditions are generated on the basis of the digital contents using conditions and are given to a customer. When the digital contents are again purchased if the delivery of the digital contents fails, so long as the digital contents personal using conditions given at the time of purchase are valid, the digital contents are again delivered without again collecting a digital contents value.